

Open Scholarship Project: Reinventing New ways to Publishing

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Publishing models have been under pressure with the increasing costs of the publishing industry. Professional institutions, academic presses and scholars pay exponentially for access to research. They are trying to find better publishing models with economic pressures and new technological possibilities of the 21st century. The Open Scholarship Project has proposed to come up to this need of the academic society. It objects to build an open access editing and publishing system. Its four unique integrated features- Diamond Open Access, Versioning, Open Peer Review and Badging propose to solve the need of Open Access publishing and editing. OSP as a platform would create tools and processes to provide scholars ability to post and review research online with no financial obligations while maintaining high standards of professional review. Moreover, OSP as a platform can solve the issue of fundamental problems of traditional models of peer review as bias, slow publishing among others. OSP Project is currently working on its marketing model. OSP is investigating into the markets and conducting interviews with its stakeholders to come up with a marketing proposal for the final product. OSP is reviewing its special place in the market along with competitors present for a sustainable OSP. OSP is looking into specific target audiences, marketing platforms, business plan and financial plan for the launch.

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